

**ASSISTANT FIRE PUBLIC INFORMATION OFFICER
STUDY GUIDE**

A written examination for the class of **ASSISTANT FIRE PUBLIC INFORMATION OFFICER** administered in **BATON ROUGE** will consist of two parts which will be administered during separate exam sessions. The multiple-choice examination will be administered during the first exam session at **9:00 a.m.** and a direct writing exercise will be administered during the second exam session beginning at **1:30 p.m.** on **OCTOBER 5, 2015**. You must take both parts of the examination in order to receive a grade, although the primary weighting of the total exam results will focus on the multiple-choice examination. A complete description of the subject areas to be evaluated follows:

SUBJECT AREA/KNOWLEDGE	APPROXIMATE % OF EXAM
PUBLIC RELATIONS Knowledge of effective public relations practices which foster a positive image of the department through contact with the media, other agencies, and the public.	40.0%
RECORDS/REPORTS/CORRESPONDENCE Knowledge of effective records management practices, including preparation, content, format, and control of department records; and knowledge of effective report preparation procedures, including the compilation and organization of data into an effective written format for reports and correspondence.	41.3%
EMERGENCY SCENE OPERATIONS Knowledge of the accepted practices and procedures of fireground and other emergency scene operations sufficient to provide information about the work of the department during emergency scene operations.	12.0%
DEPARTMENTAL MANAGEMENT Knowledge of effective fire service management procedures sufficient to perform these duties in the absence of the Public Information Officer.	6.7%

DIRECT WRITING EXERCISE

Ability to effectively communicate in writing in the form of reports, correspondence, or memoranda, by analyzing the problem and potential responses, gathering and organizing supporting data, and composing the written document to accomplish the desired objective.

This portion of the examination is a management simulation exercise. You will be asked to respond by letter to a particular problem based upon your police administrative ability and other information which will be provided to you. Your grade on this portion of the examination will be based not only on your writing skills, but also on your management skills in deciding how to handle the problem, and your public relations ability in handling a sensitive issue. The following dimensions will be used to evaluate your written response:

SUBJECT AREA/KNOWLEDGE

NO. 1 - WRITTEN COMMUNICATIONS:

Ability to communicate a particular message in written form by using appropriate syntax, correct grammar, and punctuation. Ability to appropriately organize the written communication.

NO. 2 - CONTENT PROBLEM ANALYSIS:

Ability to identify the problem, analyze relevant information while relating data from different sources, and determine appropriate response.

NO. 3 - INTERPERSONAL RELATIONS:

Ability to be sensitive to the concerns of others and have empathy for their point of view. Ability to work in a politically charged atmosphere with political sensitivity, diplomacy, and tact. The appropriate response will maximize the public relations potential of the situation.

REFERENCE LIST

While the entire list of reference material will be useful to you in your preparation for the upcoming examination, the **majority** of test questions are sourced from those references listed under the Primary List.

PRIMARY REFERENCE MATERIAL

EFFECTIVE SUPERVISORY PRACTICES, International City Management Association (ICMA), 1120 G Street, N.W., Washington, D.C. 20005, 4th ed., 2005.

NOTE: Obtain through LSU Firemen Training Program or IFSTA Fire Protection Publications.

EFFECTIVE PUBLIC RELATIONS, Cutlip, Scott M./Center, Allen M./Broom, Glen M., Prentice-Hall, Inc., A Simon & Schuster Company, Upper Saddle River, NJ 07458, 8th ed., 2000.

INTERNATIONAL FIRE SERVICE TRAINING ASSOCIATION (IFSTA)/ FIRE PROTECTION PUBLICATIONS (Training Manuals):

Fire and Life Safety Educator, 2nd ed., 1997.

Public Information Officer, 1st ed., 1999.

NATIONAL FIRE PROTECTION ASSOCIATION (NFPA) PUBLICATIONS AND STANDARDS:

FIRE PROTECTION HANDBOOK, NFPA, 19th ed., 2003.

FIRE COMMAND, Brunacini, Alan V., NFPA, 2nd ed., 2002.

OTHER RECOMMENDED PUBLICATIONS:

BUSINESS COMMUNICATION, Ruch, William V. and Crawford, Maurice L., Macmillan Publishing Co., 866 Third Avenue, New York, New York 10022, 1991.

BUSINESS COMMUNICATIONS, Dumont, Raymond, and Lannon, John, Southeastern Massachusetts University, Little, Brown and Company, Boston, 2nd ed., 1987.

MANAGING FIRE AND RESCUE SERVICES, International City Management Association (ICMA), 1140 Connecticut Ave., N.W., Washington, D.C. 20036, 1st ed., 2002.

NOTE: Available through LSU Firemen Training Program or IFSTA Fire Protection Publications.

SPEECH A BASIC TEXT, Jeffrey, Robt. C., and Peterson, Owen (LSU), Harper and Row Publishers, Inc., 10 East 53rd Street, New York, NY 10022, 2nd ed., 1983.

The local civil service board should make this study guide available to all applicants in whatever manner the board deems appropriate.

While there are no provisions requiring this office to provide study guides for any competitive or promotional examinations, such material will be provided as a service to assist applicants in preparing for an examination. The State Examiner's office has no control whatsoever over the local availability of reference material (mentioned in the study guides), nor do we feel constrained to limit examination questions to only that material which is available locally. Examination content, weighting of subject areas, and length of examination, may vary with each administration of an examination to reflect any updated job analysis information. Percentages and numerical estimations are provided as approximations.